



## ECONOMIC DEVELOPMENT COMMISSION ACTION MINUTES

City Hall Room 10  
1225 Lincoln Way

November 9, 2004  
4:00 p.m.

**MEMBERS PRESENT:** R. Gross, M. Holmes, M. Reynolds,  
H. Roper, K. Sands

**MEMBERS ABSENT:** G. Moffat, J.R. Smith

**OTHERS PRESENT:** Frank Lewis; Bruce Cosgrove,  
Chamber of Commerce; Jodie Hale, Planning Commission

**CITY STAFF:** Robert Richardson, City Manager

**STAFF SECRETARY:** Marilyn Hamner-Crout

**TOTAL ATTENDANCE:** 10

**MEETING CONVENED:** 4:00 p.m.

**MEETING ADJOURNED:** 5:00 p.m.

SECTION	AGENDA ITEM	ACTION	VOTE (if any)
<b>I. Call to Order and Flag Salute</b>		Meeting was called to order by Chairman Monti Reynolds at 4:00 p.m.	
<b>II. Agenda Approval</b>	Review agenda and propose changes.	No changes were requested.	
<b>III. Public Comment</b>	A time to speak on any item not on the agenda.	There was no public comment.	
<b>IV. Approval of Minutes</b>	Approval of minutes for September 14, October 12, and October 26, 2004	It was moved to approve the minutes of September 14, October 12, and October 26, 2004, as submitted.	<b>Motion: Holmes/Sands Approved.</b>
<b>V. Fiscal Year 2004-2005 Budget Report</b>	Current budget and final report for 2003-2004	City Manager Bob Richardson presented the final report for 2003-2004 for discussion. He explained that there will always be a differential between amounts that have been approved by EDC and amounts that have actually been paid by the Finance Department. What the Commission really needs is a running account of how much money you have left in this account. The report should act as a "checkbook" balance, and he will work out a method of showing this.	
<b>VI. Funding Request</b>	Façade Improvement Program Grant—Frank Lewis, 185 Linden Avenue	Frank Lewis appeared with additional information for the Commissioners, including historical information and an estimate of the cost of improvements yet to be done. He submitted two bids, one from Bell Construction and Bendz Painting. He has already spent around \$120,000 in improvements and the final work bids total around \$15,000. Lewis stated that he is attempting to retain the historical look of the building. Several Commissioners commended him on his efforts. It was moved to recommend to	<b>Motion: Gross/Sands Approved.</b>

<b>SECTION</b>	<b>AGENDA ITEM</b>	<b>ACTION</b>	<b>VOTE (if any)</b>
		<p>City Council the approval of a \$4,500 Façade Improvement Program grant. This matter will be placed on the November 22 Council agenda.</p> <p>It was requested that the guidelines for this program be placed on the next meeting agenda for discussion.</p>	
<b>VII. EDC Business</b>	Potential Old Town Enhancement Sites	<p>City Manager Bob Richardson gave a photo presentation of areas around Old Town that could use some visual help. Ideas such as landscaping, façade improvement, uncluttering of signage and general cleanup were discussed. The idea of involving Project Auburn was presented. It was agreed that any anticipated projects in Old Town need the 'buy-in' of OTBA first. Richardson will look into the ideas and report back to the Commission.</p>	
<b>VIII. Economic Development Commission Reports</b>	<p>Arts Market Update</p> <p>Endurance Capital Update</p>	<p>No report.</p> <p>No report.</p> <p>Harvey Roper reported on the status of the billboards on I-80 that advertised the Marketplace, the Monkey Cat, and the Club Car, to which EDC contributed \$6,000 and DBA \$6,000 for one-third of the space. Marketplace is closed for the season, but still appears on the billboard. The billboard three-year contract is in the name of Richard Jones, and he has agreed to make one-half available to promote Downtown at no additional cost. Roper shared a draft of the proposed signage. He suggested adding a "heart of Downtown" somewhere and less wording giving directions to Downtown. Gross suggested using a word other than "unique" in describing "art." It was the consensus of the Commission to go ahead with this approach to the end of the contract in June. If the EDC and DBA wish to continue with the billboard advertising after that, it would require additional funding to Jones.</p>	
<b>IX. Future Agenda Items</b>		⇒ Façade Improvement Program grant guidelines	
<b>X. Next Meeting Date</b>		The next regular meeting will be held on Tuesday, November 23, 2004, 4:00 p.m.	
<b>XI. Adjournment</b>		Meeting was adjourned at 5:00 p.m.	